"Systematizing Cartographic Design"

Cindy presents an overview of varied projects from her years of research and consulting that build to understanding the change in cartographic design approaches—from single perfected displays to systematic interlinked decisions that produce map designs that function flexibly over varied landscapes, levels of data completeness, and map scale. She has worked on United States census atlases, mortality mapping, and topographic map series design. These projects led to ColorBrewer.org and establishing basic categories of map color schemes with Judy Olson. The importance of removing features by importance levels for design through scale was a core result of the ScaleMaster work she did U.S. Geological Survey collaborators working on topographic mapping. These approaches help others plan sound cartographic tools and make meaningful maps. They are explained for novice mapmakers and GIS users in her book *Designing Better Maps* (2016).

Short bio

Cindy Brewer, Professor of Geography, has been a member of the Pennsylvania State University faculty since 1994. She has been the head of the Department of Geography at Penn State for six years. Her research and teaching focus is cartographic design. Brewer’s research interests include cartographic communication and visualization, map design, color theory, atlas production, multi-scale mapping, and topographic map series. Prior to joining Penn State, Brewer was an assistant professor of geography at San Diego State University, and she earned her doctorate in geography with emphasis in cartography from Michigan State University in 1991.

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